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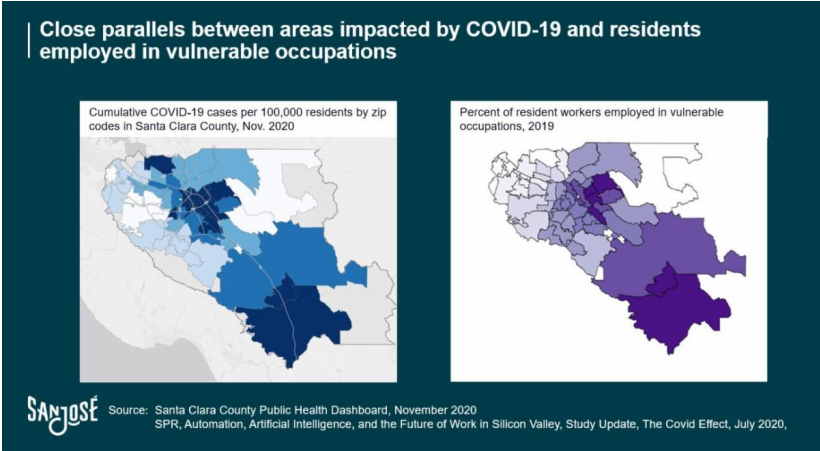


DECEMBER 2020 NEWSLETTER AT-A-GLANCE

- **OED Report of COVID Impact, Plans**
- **Micro-Loan Program for Small Business Launched**
- **Worsening COVID Statistics, Restrictions**
- **Eviction Moratorium for Commercial Tenants Extended**
- **County Health Orders Update**
- **"Hold the Moment" - Pandemic Art on Exhibit at SJC**
- **"Up on the Roof"**

PANDEMIC

OED REPORT ON COVID IMPACT, PLANS



Since Santa Clara County’s Shelter In Place Order in March, OED has had played several key roles in the City’s response.

The first was to provide vital, accurate information and help to our impacted businesses, identifying sources of funds, linking

businesses to community-based support organizations, and creating multi-lingual web-based guidance and education. The second role has been to access and analyze data for insights on how the pandemic is impacting all aspects of the local economy, to help guide our efforts through the recovery process

This fall, Deputy Director for Economic Development Chris Burton presented a summary of the analysis and an update on our department’s recovery activities to department heads and to the Community & Economic Development Committee of the City Council. A video of the latter presentation is online (LINK)

The pandemic-induced recession caused steep GDP declines and greater job losses than the Great Depression. Any rebounds are driven by federal stimulus actions, but it’s not clear that small and service-based businesses can survive if conditions continue or reverse. Overall, advertising, ecommerce and communications continue to drive technology industries, which in turn buoy the stock market. Technology companies have been quick to adapt by increasing their digital offerings.

OED began by examining how businesses are faring, not by sector, but by levels of vulnerability, and found three different economic realities:

- **Stabilized:** businesses which can transition to remote work with little loss of productivity
- **Holding on:** businesses that rely on interpersonal contact, for instance, retail, hospitality
- **In crisis:** business required to shut down for long periods, not able to transition, with resulting displaced workers and remaining workers stressed with family care.

In the blog post and the video, you will see sector-by-sector breakdowns of recovery patterns, analysis of the relationship between consumers staying at home and total consumer spending, and the serious impact on small businesses – almost 40% of those who shut down in March are still closed at the end of October.

For more information, contact Chris Burton, Deputy Director, OED

## SMALL BUSINESS FUNDING

### A NEW MICRO-LOAN PROGRAM FOR SMALL BUSINESSES LAUNCHED

A new, state-wide small-business loan program has been launched and will be accepting applications as of November 20, 2020. Supported by California’s Infrastructure and Economic Development Bank (IBank), the California Rebuilding Fund is designed to help established small businesses that were operating successfully before the financial impacts of COVID-19 and the Shelter in Place orders that started in March 2020. To ensure that San Jose businesses are among the first to be able to access the funds, the City of San Jose will host a [webinar](#) on December 1, 2020 at 3:00 pm, to provide more information on California Building Fund and how to apply.



Loans of up to \$100,000 are available and early applications are encouraged. The pre-application matching process will be managed online by the [Connect2Capital platform](#) from Community Reinvestment Fund, USA.

San Jose small businesses who may qualify for this loan program are advised to reach out to the [BusinessOwnerSpace](#) (BOS) where they can get help with application, especially for new borrowers or if there are language barriers. BOS will provide application assistance from partners such as AnewAmerica, Silicon Valley SCORE, the Minority Business Development Agency and the Small Business Development Center. Read more at our blogpost

READ THE FULL STORY

For more information, contact Vic Farlie. Business Development Officer, OED

## PANDEMIC RESTRICTIONS

### WORSENING COVID-19 STATISTICS, NEW RESTRICTIONS

WIDESPREAD	Many non-essential indoor business operations are closed
SUBSTANTIAL	Some non-essential indoor business operations are closed
MODERATE	Some indoor business operations are open with modifications
MINIMAL	Most indoor business operations are open with modifications

As Santa Clara County continued to show an alarming increase in COVID-19 cases, hospitalizations and deaths, the gradual loosening of restrictions on personal and business activities was halted, and then reversed through a series of State and County actions.

Having been poised to re-enter the Red Tier of restrictions, Santa Clara County joined most of the rest of California in going all the way back to Purple. Based on the recent upward trend in COVID-19 cases and hospitalizations, Santa Clara County moved back into the Purple Tier

(Tier One), the most restrictive tier in the State’s [“Blueprint for a Safer Economy.”](#) The changes were effective at 12:01 am on November 17, 2020. Under the Purple Tier, the following businesses and activities are prohibited from operating indoors: dining, gatherings (including movie showings, political events, weddings, funerals, and places of worship), gyms and fitness facilities, family entertainment centers, cardrooms, museums, zoos, and aquariums. These businesses and activities may proceed outdoors only.

On November 19th, Governor Gavin Newsom and the California Department of Public Health announced a new [“Limited Stay At Home Order”](#) for all Purple tier counties throughout California. The order takes effect at 10 p.m. this Saturday, November 21 and will remain in effect until 5 a.m. Monday, December 21. It prohibits non-essential work and gatherings from 10 p.m. to 5 a.m. in an effort to reduce opportunities for COVID-19 transmission and flatten the curve.

In order to ensure compliance with the restrictions, since later summer the County of Santa Clara Business and Compliance Enforcement Team has been responding to complaints of business that are not complying with the County’s Social Distancing Protocols. The Team is focusing on businesses that ignore educational outreach and continue to operate un-safely. So far, the County’s Business Engagement Team, has

visited more than 10,000 businesses. The County will enforce the rules for serious, repeat and willful violations and once a business has failed to fix the problem.

Details and links to the new orders and in our blogpost.

For more information, contact Elisabeth Handler, Public Information Manager, OED

## RECOVERY UPDATE

### COMMERCIAL TENANT EVICTION MORATORIUM EXTENDED THROUGH MARCH 31, 2021.



Once Santa Clara County's [moratorium on evictions](#) expires on March 31, 2021, all tenants will have up to six months to repay at least 50% of the past-due rent and a further six months to completely pay all past-due rent they owe. The County requires a landlord to inform a tenant of their [repayment rights](#) under the moratorium before starting a repayment plan with the tenant.

Please read the updated County [FAQ](#) for more detailed information. If you have questions, email [covid19business@sanjoseca.gov](mailto:covid19business@sanjoseca.gov).

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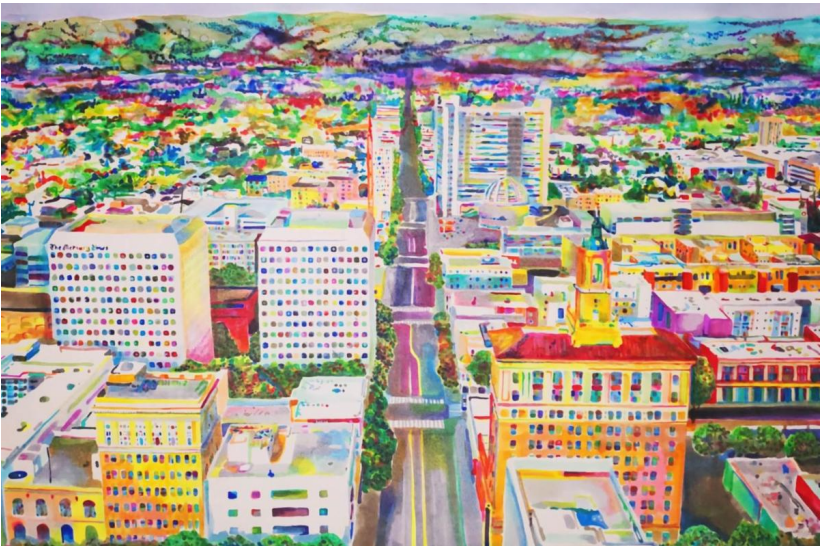
For more information, contact Vic Farlie. Business Development Officer, OED

## ARTISTS IN LOCK-DOWN

### Proud to "Hold the Moment"

**Guest Blogpost By Marie Millares, Street Life Manager for San Jose Downtown Association**

San Joseans can't help but feel proud of the local government and its Mineta San Jose International Airport for hosting the Holding the Moment art exhibit through May 2021.



The moments being held are artistic interpretations of life during the global pandemic and the challenges of overcoming social injustices that have plagued our country for far too long.

On display in Arrivals Terminal B are 96 artworks by 77 artists who have used their skills to send messages of hope and courage to local, national and now worldwide audiences.

Click to see the [artwork displayed from November 1 – December 5, 2020](#). A [virtual tour of the entire collection](#) is viewable on the OCA website. For the full article see Marie's blogpost.

READ THE FULL STORY

For more information, contact Vic Farlie. Business Development Officer, OED

## DOWNTOWN RECOVERY

### UP ON THE ROOF RESULTS THROUGH THE ROOF

**By Rick Jensen, San Jose Downtown Association Communications Director**





With courage, creativity, fortitude and persistence, Scott and Shannon Guggenheim of 3Below Theaters brought Up on the Roof dinner and a movie to downtown San Jose from Oct. 9-Nov. 1.

"City staff worked hard to come up with out-of-the-box ideas to make the project work and be safe for visitors," the Guggenheims said.

Billed a “movies with meaning,”

3Below showed two different films each night, 44 in all, including 14 Black Lives Matter films; six celebrating LatinX filmmakers; six celebrating Asian Pacific American filmmakers; nine power of women; seven giving voice to the LGBTQ+ community; two about climate change; 14 documentaries for change and eight must-see blockbusters.

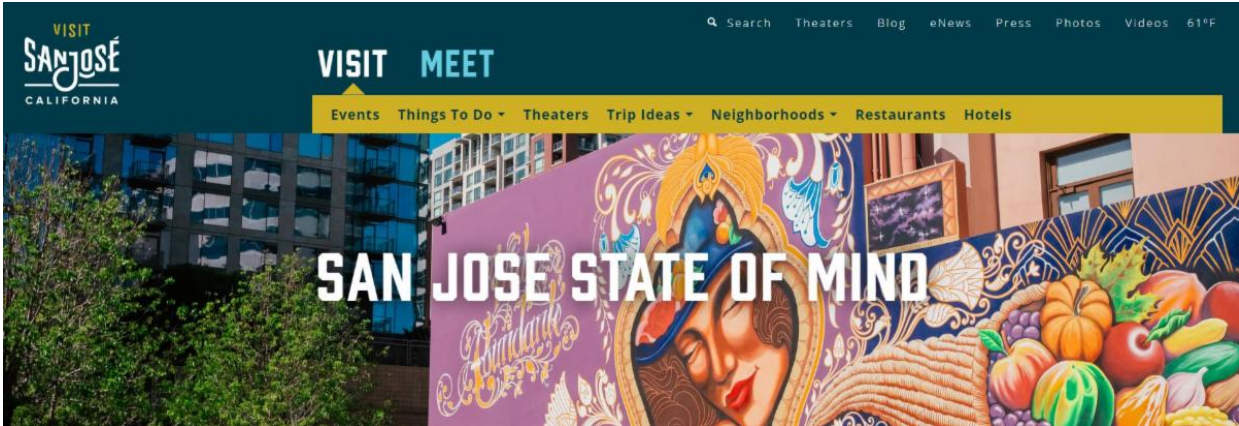
3Below, which is located at the corner of Second and San Carlos streets, on the ground floor of a four-story garage over them, proceeded to present 44 films curated for change and social justice in the open air of the top floor of the garage, drive-in movie-style, well, sort of. Instead of sitting in cars and watching the film, customers sat in theater chairs, arranged in “bubbles” that allowed customers to watch the screenings in socially distant safety. For all the details, read the guest blogpost.

[READ THE FULL STORY](#)

For more information, contact Elisabeth Handler, Public Information Manager,, OED

## EVENTS

Until San Jose can again offer a wide range of in-person entertainment activities, shows, conventions and events, please check out the Visit San Jose [Online Events](#) directory for digital entertainment, learning and community engagement.



**City of San Jose**  
200 East Santa Clara St  
17th Floor, San Jose, CA 95113  
(408) 535 8168

[Email Us](#)

San Jose Office of Economic Development | 200 East Santa Clara St., 17th Floor, San Jose, CA 95113

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Sent by [elisabeth.handler@sanjoseca.gov](mailto:elisabeth.handler@sanjoseca.gov)